

An Explanative Study on the Difference Perceptions of Journalists toward Media Relations of Governmental and Private Public Relations

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ABSTRACT

The relation of journalist and Public Relations (PR) is mutual symbolism (gives benefit each other), however, the harmony of the two professions does not always happen in reality. This study tries to reveal information on the quality of media relations conducted by PR toward media, and compare media relations conducted by governmental and private PR based on journalists' perceptions. This study used quantitative approach toward 412 journalists as members of PWI in Central Kalimantan using survey method by mean of questionnaire. The media relations was measured on how the public relations' understanding toward characteristic of media and the need of media. The result of data analysis showed that there was insignificant difference between governmental and private PR in understanding the characteristic of media, but there was significant difference in comprehension the need of media. The conclusion revealed that the journalists of PWI members in Central Kalimantan assumed that media relations of governmental PR were better than of private PR.

Keyword: Journalist, Media Relations, governmental Public Relations, Private Public Relations